



U.S. DEPARTMENT OF
ENERGY

Communicating with the Office of Environmental Management

Jeffrey Bobeck

Director

***EM Office of Communications & External Affairs
(OCEA)***

Environmental Management Advisory Board (EMAB)

Cincinnati, OH ♦ September 25, 2008

Reviewing Progress, Looking Ahead

1. Our **progress** in 2008

- Office of Communications and External Affairs (OCEA) established Jan. 19, 2008
- Last report to EMAB May 7, 2008

2. What can be accomplished **before 1/20/2009**

- Documenting the legacy of recent achievement
- Transition (for OCEA)

3. Looking **beyond 1/20/2009**

- Building on the foundation
- Lessons learned – OCEA’s “work in progress”



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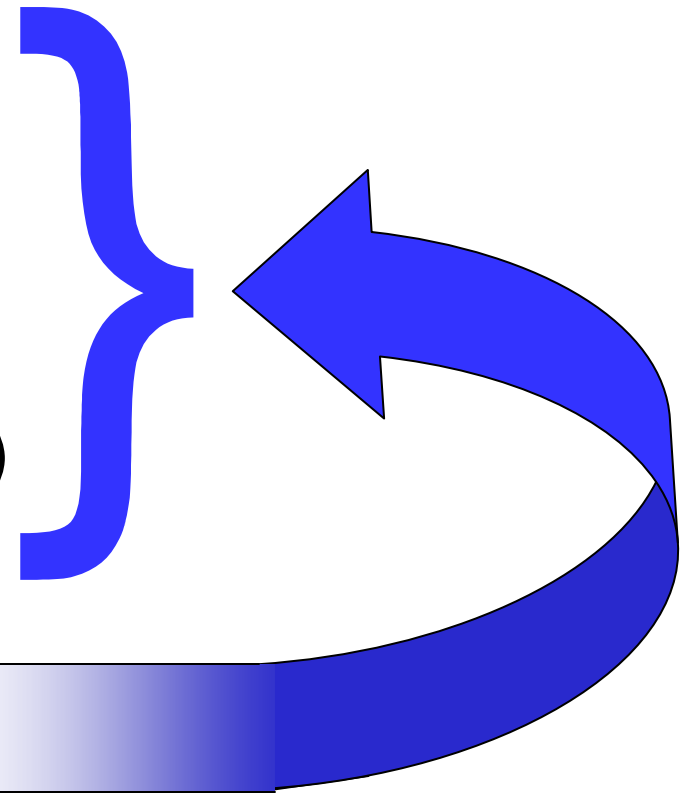
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OCEA and the Corporate Communications Model

Six Dimensions of Corporate Communications

1. Media Relations
2. Internal Communications
3. Government Affairs
4. Public Affairs (Stakeholders)
5. Executive Communications
6. Strategic Communications

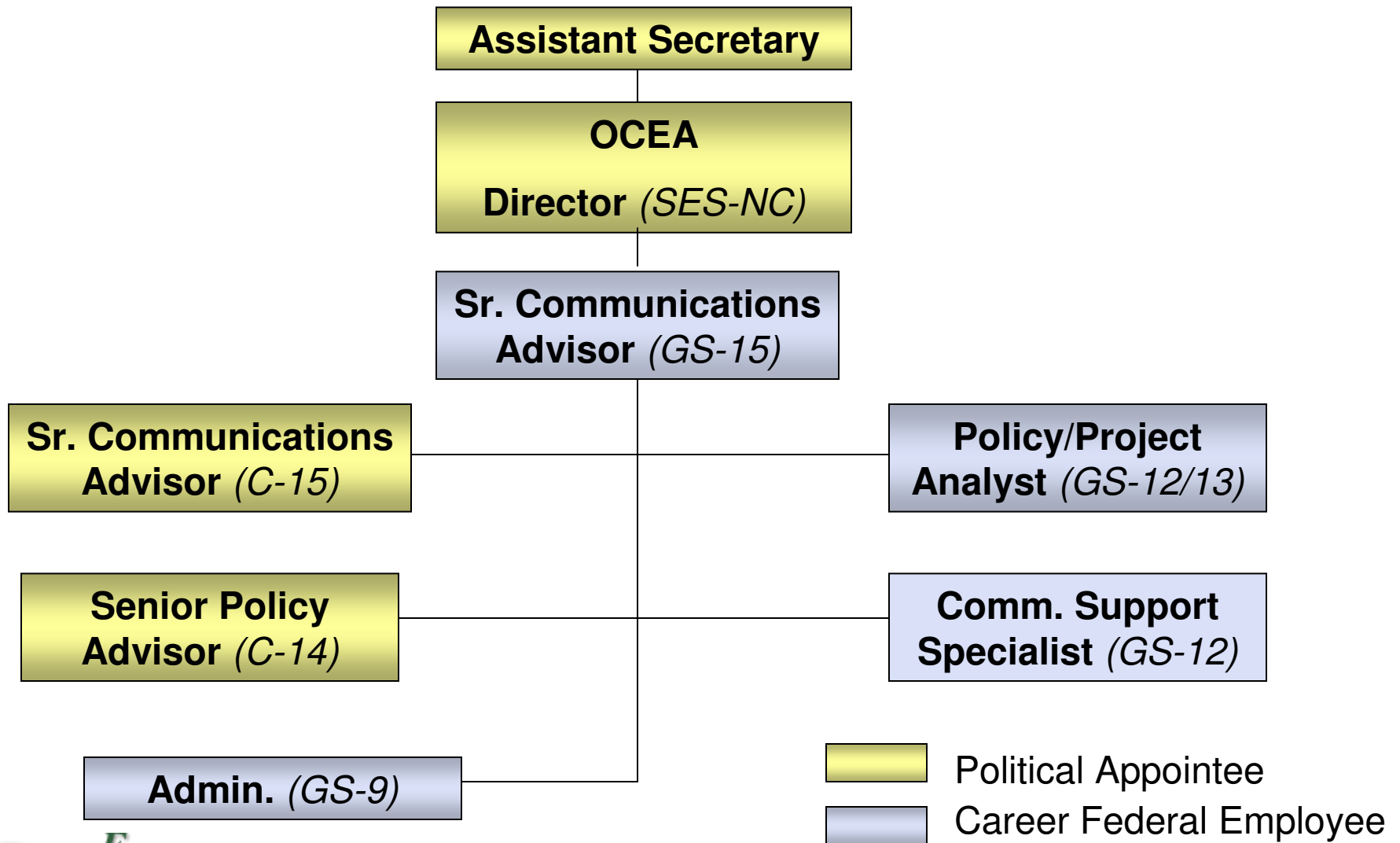


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EM OCEA Human Capital – Full Staffing Plan

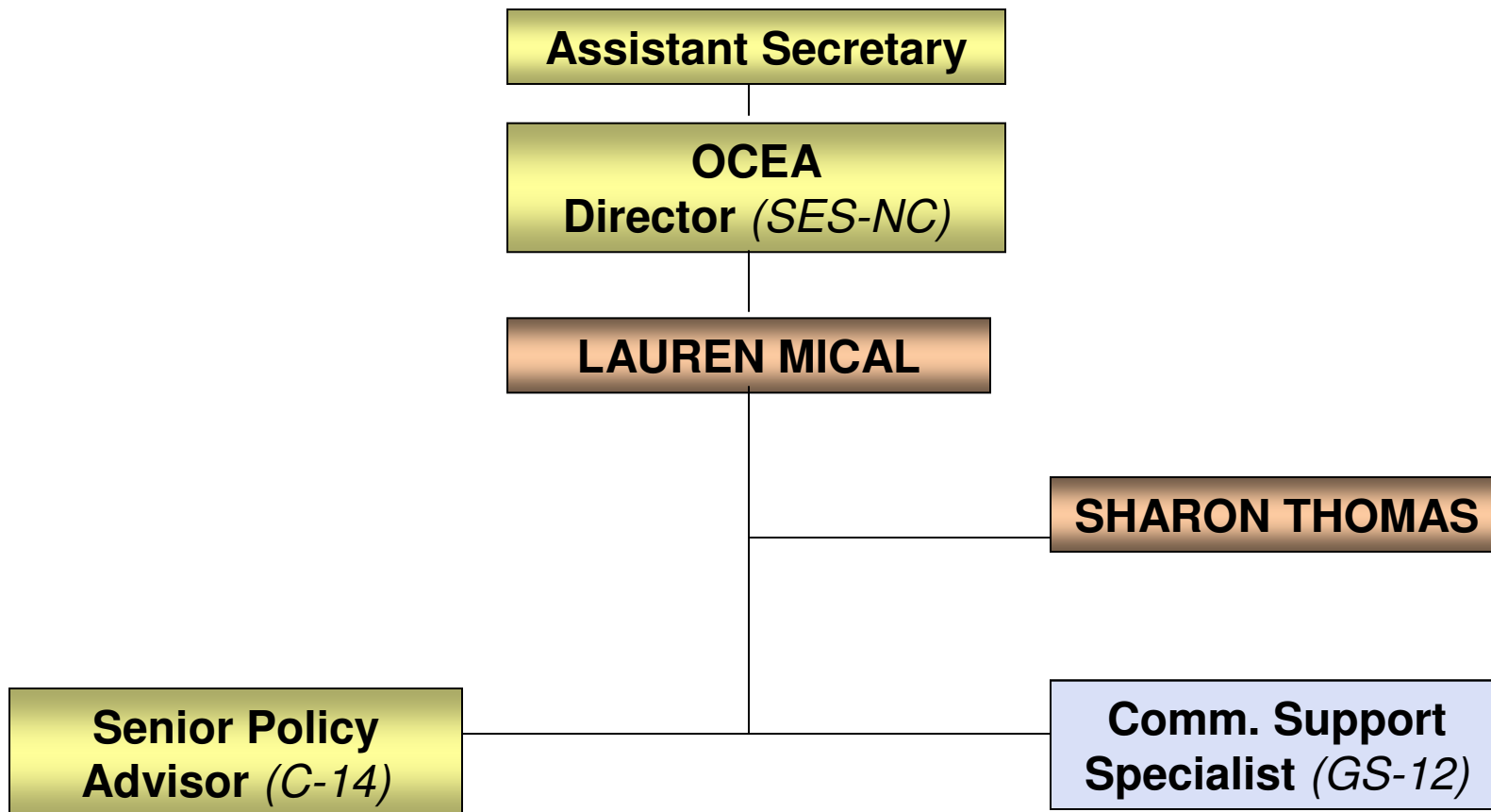


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EM OCEA Human Capital – Present Staffing



-  Political Appointee
-  Career Federal Employee
-  Recently Hired



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Near-term Improvements - Status

“Fixing the Potholes”

1. Improve **Media Relations**
2. Strengthen **Internal Communications**
3. Improve Basic **Informational Materials**
4. Engage **Congress**



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1. Near-term Improvements – Media Relations

1. Trade Press: Work with them to tell the **“Full Story”**
2. Consumer Press:
 - Reach out to **new sources**
 - Focus on EM's **positives**
3. Train and empower our managers to be **spokespersons**
4. Improve **coordination with EM sites'** public affairs teams



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2. Near-term Improvements – Internal Communications

Includes:

- Speeches
- Testimony
- Presentations
- Reports
- News articles
- EM Calendar

Challenge:

When was the last
time you logged on?

Contact:
kaye.sylvester@em.doe.gov

EM Portal

The screenshot shows the EM Portal website. At the top, there's a navigation bar with links like 'My Home', 'Sharon M. Thomas (EM-5)', 'My Account', 'Log Off', 'Help', 'Search: Everywhere', 'My Pages', 'My Communities', 'Directory', 'Portal Help', 'EM Calendar of Events', and 'EM IPABS Community'. Below this is a banner for the 'U.S. Department of Energy Office of Environmental Management' with a 'Welcome EM Communications' message. The main content area is divided into several sections: 'Request Assistance from EM HQ Customer Service Desk', 'EM News Front' (listing 'Last Five News Articles' with dates and topics), 'Featured / Items of Current Interest' (listing various reports and training opportunities), 'Weapons Complex Monitor' (listing recent updates), 'EM Content Recently Posted' (listing recent reports and manuals), 'DOE Phone Directory' (with a search form), and 'EM HQ Customer Service Desk Ticket Status' (with a table of tickets). The user profile section on the left shows 'EM User Information' for Sharon M. Thomas, including name, email, phone, city, state, title, organization code, and location.



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2. Near-term Improvements – Internal Communications

And Speaking of the Weekly Reports . . .

Two goals of field reports:

- Accurate record that creates **ongoing narrative**
- Strategic **look forward** that drives communications planning

Present Reporting Burden

- Cabinet Report
- Secretary's Weekly
- DOE Public Affairs Calendar
- EM Portal Calendar
- 30-60-90 Day Report
- Weekly Operations Report

Proposed Reporting Plan

**One Unified
Weekly Report**



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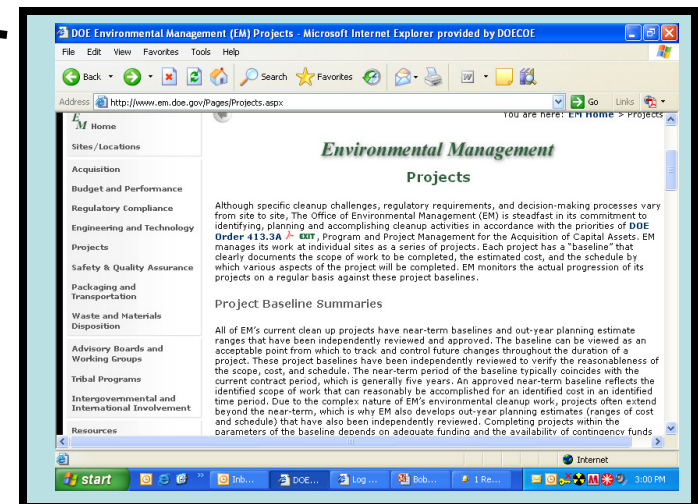
Longer-term Project – Public Web Site



Considerations:

- Who uses it?
- Who should use it?
- Ease of use
- Shared responsibility
Comm./Human Capital
- DOE branding initiative

**Proposal: Comprehensive study
of web site usage and design**



3. Near-term Improvements – Informational Materials

Developing “Curriculum” for all levels of knowledge

“EM 101”: *The EM Story*

EM “Grad School”:
Progress and Pathways

EM “Continuing Education”:
*Then and Now (Two Decades
of EM Progress)*

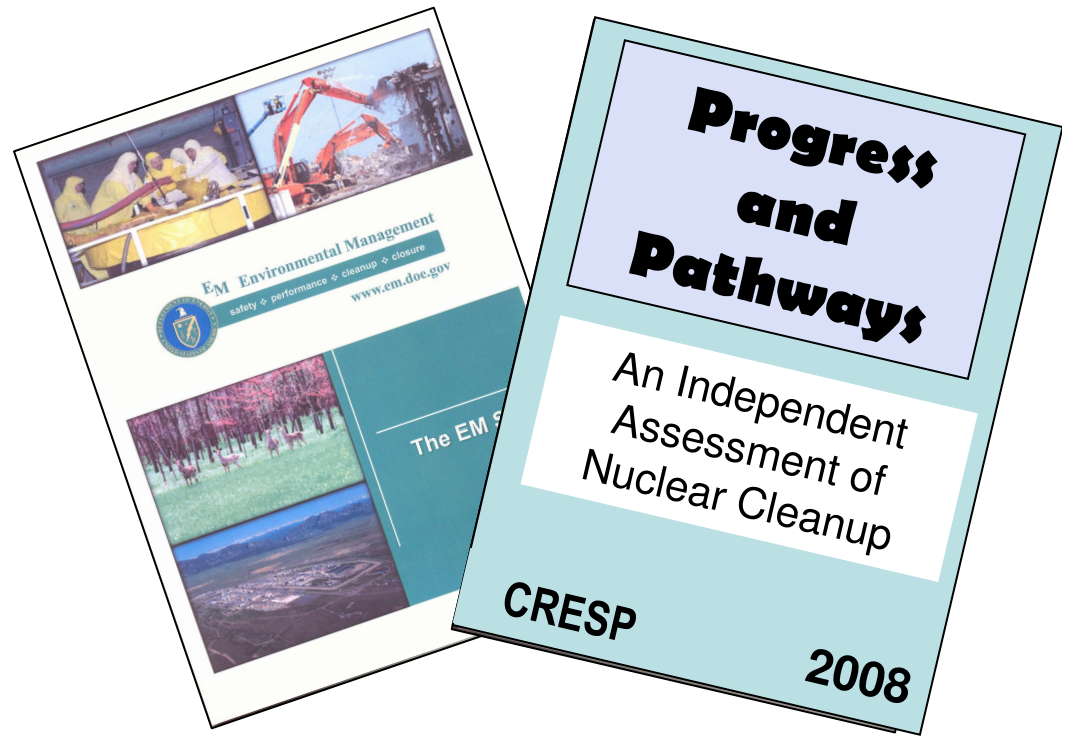
- Site by site
- Updatable
- Branding EM

Building on our library of
source documents:

Technology Roadmap

8/08 World Federation of Scientists Paper

Upcoming NDAA Report to Congress



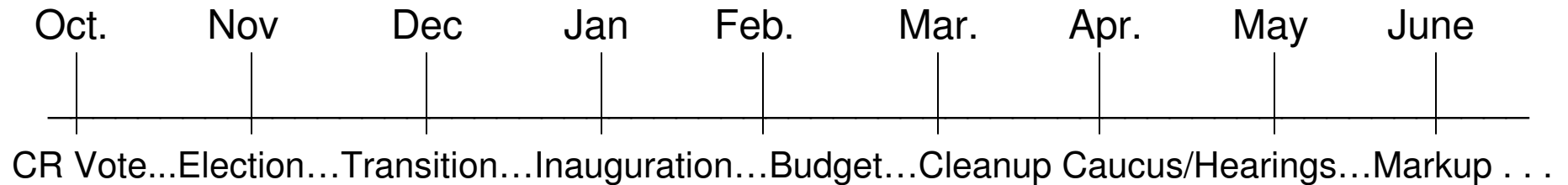
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4. Near-term Improvements – Congress

Congressional Timeline



- Brief **state delegations** with sites in October
- Engage Cleanup Caucus earlier with **Complex-wide messages**
- Build early **support beyond Appropriations** Subcommittees
 - House Nuclear Caucus?



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Looking Ahead – Suggested Long-term Actions

1. Develop **metrics/benchmarks** for success
 - Congressional, media relations, professional development
2. Assess and improve **electronic** communications
 - Web Site and Portal
3. Enhance internal communications **services**
 - Training, Communications contacts in DAS offices
4. Draft **media outreach** plan
 - editorial boards for new Asst. Secretary, targeting local media
5. Fully utilize OCEA for **Congressional** strategy
 - take advantage of EM's only political appointees

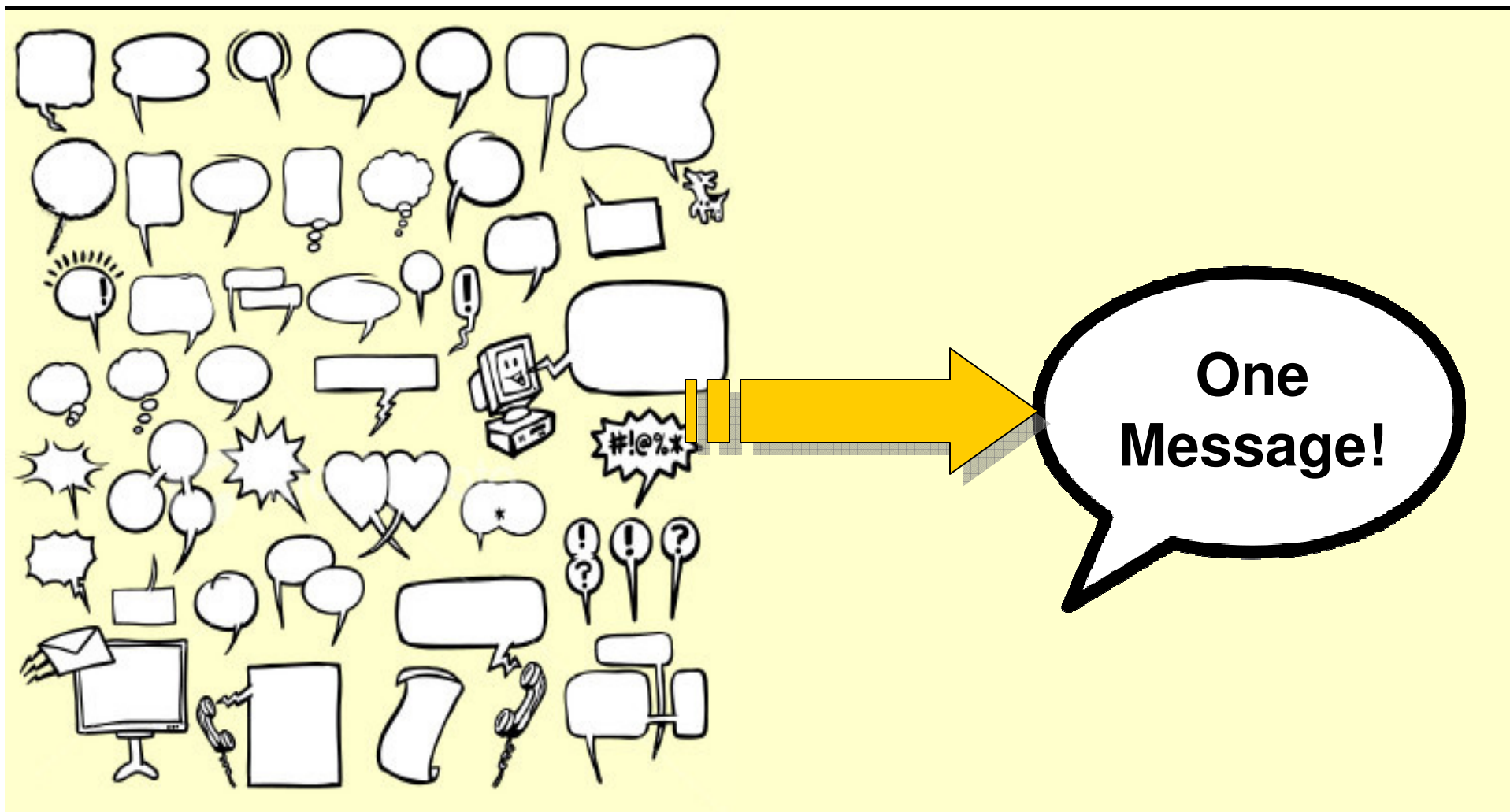


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A Single, Simple Goal:



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